

Rep Order# 6853568
Ver# 6
Status Returned
Traffic Order# 206672
Printed: 09/20/2012 4:17 PM
1 of 2

EC'd Yes
Last Received: 09/18/2012 3:14 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Agency () GREAT AMERICAN MEDIA
Rep Firm () PHILADELPHIA
Advertiser () DSCC IE
Product DSCC IE
Sales Office () KATE BRADY
Estimate# 1761
Agency C/P1/P2/E 49/53/1761
Salesperson ()
Buyer Dan Nagelberg
Flight Dates 09/19/2012 - 09/21/2012
Salesperson Phone# 215-567-6005
Phone#
Hiatus Weeks
Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

DSCC IE SC=*

--- REMARKS ---

SEE LN 10 FOR NA. CALL ROGER FOR MKGD
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*10	09/19-09/21	W-F	7A-9A	3	:30	\$1,450.00	GOOD MORN AMERICA	3		1	\$4,350.00	
Buyline Comment: RATE CHNG Station Remark: V6 1X NA 9/21 ~ NO SPOTS AVAILABLE FOR PREEMPTION BOOKED AT GRID 3, NEED 48 NOTICE												

---REPORT TOTALS---

Report Totals: 3 / \$4,350.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$57,050.00
Sales Totals: 37 / \$57,050.00
Station Totals: 37 / \$57,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$187,850	CABL 0%	WCCT 1%	WCTX 0%	WFSB 41%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 30%	WUVN 0%	WVIT 19%
		XXX 0%				

Books null
Demos RA35+



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 206672 /		<u>Alt Order #</u> 06853568
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/19/12 - 09/21/12		<u>Estimate #</u> 1761
<u>Advertiser</u> POL/DSCC IE		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9913721	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u> IN3307/TO232		<u>Advertiser Ref</u>

And:

Great American Media
1010 Wisconsin Avenue Northwest
Suite 800
Washington, DC 20007
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/19/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$600.00	0.00			
N 2	WTNH	09/19/12	09/21/12	M-F 10a-11a	10a-11a		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$600.00	0.00			
N 3	WTNH	09/19/12	09/21/12	The View	11a-12p		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$900.00	0.00			
N 4	WTNH	09/19/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$850.00	0.00			
N 5	WTNH	09/19/12	09/21/12	Connecticut Style	1230p-1p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$600.00	0.00			
N 6	WTNH	09/19/12	09/21/12	The Chew	1p-2p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$650.00	0.00			
N 7	WTNH	09/19/12	09/21/12	Katie	3p-4p		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				4	\$800.00	0.00			
N 8	WTNH	09/19/12	09/21/12	Early Fringe M-F	4p-5p		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$900.00	0.00			
N 9	WTNH	09/19/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				2	\$1,200.00	0.00			
N 10	WTNH	09/19/12	09/21/12	GMA	7a-9a		:30				NM	3	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$1,450.00	0.00			
N 11	WTNH	09/19/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--				1	\$1,500.00	0.00			
N 12	WTNH	09/19/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	3	\$4,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
206672 /	06853568

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/19/12 - 09/21/12	DSCC IE	1761

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/DSCC IE	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$1,500.00 0.00													
N 13	WTNH	09/19/12	09/21/12	News 8 6p-630p	6p-630p		:30				NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$2,200.00 0.00													
N 14	WTNH	09/19/12	09/21/12	Nightline	1135p-120630a		:30				NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 1 \$800.00 0.00													
N 15	WTNH	09/19/12	09/21/12	M-F 7p-730p	7p-730p		:30				NM	2	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$4,000.00 0.00													
N 16	WTNH	09/19/12	09/21/12	M-F 730p-8p	730p-8p		:30				NM	2	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$2,800.00 0.00													
N 17	WTNH	09/19/12	09/19/12	Wed Hour 1	8p-9p		:30				NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$6,500.00 0.00													
N 18	WTNH	09/20/12	09/20/12	Thur Hour 3	10p-11p		:30				NM	1	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$5,000.00 0.00													
Totals										0.00		37	\$57,050.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/21/12	37	\$57,050.00	\$48,492.50
Totals	37	\$57,050.00	\$48,492.50

Signature: _____ **Date:** _____

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Station WTNH-TV NEW HAVEN, CT.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1761
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1761
Flight Dates 09/19/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*14	09/19-09/21	W-F	1135P-1205A	1	:30	\$800.00	NIGHTLINE	1		1	\$800.00	
Buyline Comment: RATE CHNG V3 More than 2 codes changed												
*15	09/19-09/21	W-F	7P-730P	2	:30	\$4,000.00	JEOPARDY	2		1	\$8,000.00	
Buyline Comment: RATE CHNG , 2X CXL'D V3 More than 2 codes changed												
*16	09/19-09/21	W-F	730P-8P	2	:30	\$2,800.00	WHEEL OF FORTUNE	2		1	\$5,600.00	
Buyline Comment: RATE CHNG, 2X CXL'D V3 More than 2 codes changed												
*17	09/19-09/19	W	8P-9P	1	:30	\$6,500.00	THE MIDDLE / SUBURGATORY	1		1	\$6,500.00	
Buyline Comment: RATE CHNG V3 More than 2 codes changed												
*18	09/20-09/20	TH	10P-11P	1	:30	\$5,000.00	ROOKIE BLUE	1		1	\$5,000.00	
Buyline Comment: RATE CHNG Sales Remark: V5 RATE CHNG V3 More than 2 codes changed V5 Comment Changed, Rate Changed												

Rep Order#	6853568
EC'd	Yes

Ver# 3 Status Revised

Traffic Order#

Printed: 09/18/2012 2:44 PM
Last Received: 09/18/2012 2:41 PM
Showing Buylines: All Lines

2 of 4

Station WTNH-TV NEW HAVEN, CT.

Advertiser (). DSCC IE

Product DSC IE

Estimate# 1761

Buyer Dan Nagelberg

Phone

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1761

Flight Dates 09/19/2012 - 09/21/2012

Hiatus Weeks

Rep Firm

Sales Office (

) KATE BRADY

[illegible]

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*7	09/19-09/21	W-F	3P-4P	4	:30	\$800.00	KATIE	4		1	\$3,200.00	
	Buyline Comment: RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											
*8	09/19-09/21	W-F	4P-5P	3	:30	\$900.00	JUDGE JUDY	3		1	\$2,700.00	
	Buyline Comment: RATE CHNG, 1X CXL'D Sales Remark: V3 RATE CHNG, 1X CXL'D V3 More than 2 codes changed											
*9	09/19-09/21	W-F	630A-7A	2	:30	\$1,200.00	GOOD MORNING CT AT 630AM	2		1	\$2,400.00	
	Buyline Comment: RATE CHNG, 1X CXL'D Sales Remark: V3 RATE CHNG, 1X CXL'D V3 More than 2 codes changed											
*10	09/19-09/21	W-F	7A-9A	3	:30	\$1,450.00	GOOD MORN AMERICA	3		1	\$4,350.00	
	Buyline Comment: RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											
*11	09/19-09/21	W-F	5P-530P	1	:30	\$1,500.00	NEWS 8 AT 5PM	1		1	\$1,500.00	
	Buyline Comment: RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											
*12	09/19-09/21	W-F	530P-6P	3	:30	\$1,500.00	NEWS 8 AT 530PM	3		1	\$4,500.00	
	Buyline Comment: RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											
*13	09/19-09/21	W-F	6P-630P	2	:30	\$2,200.00	NEWS 8 AT 6PM	2		1	\$4,400.00	
	Buyline Comment: RATE CHNG Sales Remark: V3 RATE CHNG V3 More than 2 codes changed											

Rep Order# 6853568 Ver# 3 Status Revised Traffic Order#
EC'd Yes
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 39 / \$57,050.00
Station Totals: 39 / \$57,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$187,850	CABL 0%	WCCT 1%	WCTX 0%	WFSB 41%	WHCT 0%
		WRDM 0%	WTIC 7%	WTNH 30%	WUVN 0%	WVIT 19%
		XXX 0%				

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE